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Kenya: Giving the Countryside a Voice

To strike the balance of more than 15 years'effort for **Kenya's** rural press, Ms Christiana Donat of the German Ministry of Cooperation and Christine Péronne of UNESCO's Communication Division undertook an evaluation mission.

They aimed to draw lessons from the experience, to inform themselves of the problems posed, weigh up the results against the hopes at the beginning and the satisfaction of the country people, as well as confirming that the donors' outlay was being judiciously used. The mission met all the partners in the project: the editors of the seven monthlies, Kenyan officials, two German diplomats posted to Nairobi, two journalism instructors and the readers of five newspapers.

The final report, which is virtually exhaustive, goes back to the early stages and sums up the whole adventure.

The Kenyan Government and UNESCO launched the pilot phase in 1974, as part of the country's five-year plan:

— television and the "national" press do not reach the countryside, nor is either concerned with the specific needs of the rural world of some 80 per cent of the population, so the project took account from the beginning of the complementary action between the written press and the work of the rural department of the national radio, Kenya Broadcasting Corporation (KBC). In the field, the provincial offices of the national news agency KNA provided the essential tool for newsgathering.

— against traditional wisdom, Kenya soon became aware of the weakness of the radio alone for action in depth: promoting the rôle of women in development, birth control, environmental protection in an ecologically fragile country, supporting literacy in the face of school drop-outs, adult education, agriculture, health and village water supply - in a word, giving the country people control over their living conditions.

— everyone knows that modernisation, social change and development strategies cannot be introduced without the freely-given support of those who are to benefit, so it is necessary to involve local decision-makers and draw on community resources and potentialities.

— all in all, the rural press is viewed as the best voice of the countryside and its 22-million strong population.

The succes of *Kisomo*, first of the 13 rural publications, today printing 10,000 copies and making a profit, served as a foundation for the enterprise. Minor details apart, each phase except one follows the same sequence: Unesco provides expertise, the training programme, equipment and raw materials. The Kenyan Government is responsible for the staff, accommodation, operating costs and travel.

The first phase began in 1980 and saw the launching of *Sauti ya Kericho* in Kericho, *Sauti ya Gusii* in Kisii town, *Sauti ya Pwani* in Mariakari in the coastal provice and *Sauti ya Meru*. They were handed over to the Government in February 1984, by which time the second phase had begun with the creation in July 1983 of *Nyota ya Mashariki* in Machakos, *Nyota ya Magharibi* in Vihiga, *Jicho* in Siaya and *Nuru* in isiolo. There were three special aspects of this phase. Because it had no external funding it had to be extented from March 1987 to December 1989; on the plus side, research was undertaken on the profile of the population served; thanks to the dynamism of the coordinator, the Kenyans displayed their ability to carry the project through to a successful conclusion.

The third phase, launched in 1984, also overlapped the second. Four newspapers were born: *Mwangaza* (Light or Torch) in Kabarnet, *Maarifa* (Knowledge) in Muranga, *Habari* (News) in Garissa and *Ngao* (The Shield) in Naivasha. Financing was provided by $152,435 from German funds-in-trust which, with interest, came to $222,333. Of this, $162,645 had been spent by the end of last year, leaving a balance of $60,000. The experience and the means put into action provide outstanding standards to follow. On the printing side, out went the unreliable old presses and in came the Heidelberg. And apart from the case of *Habari*, which is without a technician, the quality of the product went up accordingly.

In the first phase, each newspaper covered only one district but in future they will cover up to five. Total print run is in the neighbourhood of 40,000 copies, a readership of a good million, taking multiple use into account. Furthermore, the project makes systematic short theoretical and practical training courses possible. Between July 1986 and November 1990, 15 seminars or workshops on the rural press, children's rights, family planning and photography were organized. This year, courses will benefit editors, translators, laboratory workers, technicians and printers... Is this by chance? Since a trial course in 1989, the Kenyan Institute of Mass Communication has been organizing a rural press specialization course lasting two years and another on photography lasting three.

(See page 2)

Christine Peronne

Christiana Donat and Christine Peronne with the team of the newspaper Ngao *in Naivasha.*

CONTENTS

Secretariat

2

Stop-overs

3-6

On the ground

5-6

Professional announcements

7-8

Publications

8

In the Kenyan media landscape, the rural press has emerged over the years as an inescapable element. It interests everbody, whether literate or still learning. It provides reading material and a forum for self-expression for schoolchildren, women and adults through their own special pages, letters to the editor, poems and other contributions. Marked by a certain degree of restraint, it declines to act as propaganda or as a channel for transmitting decisions from high places. And it has won some fervent supporters among people who have kept their country roots.

There are reasons for this success, first of them a man, Laban Kabiro, coordinator of the project who retired in February 1989. He identified the avenues of research and study useful for planning. Thus three documents were drafted: on the rôle of the rural press in family planning; on rural readership and the relationship between paper and community; and on the socio-economic and cultural profile of the zones covered.

The second factor, already mentioned, is the commitment of the public authorities. In human resources, last year a staff of exactly 400 (136 sub-editors, 102 technicians, 66 persons in sales and administration and 96 in general services) worked for the rural press. An increase of 96 in that number is foreseen for this year. Leaving aside inflation, the budget allotted rose by ten times between 1977/78 and 1985/86, from 350,000 Kenyan shillings to 3.5 million. The general costs taken over by the Government will roughly double this financial year compared with 1989/90, while it continues its broad policy of non-interference in the daily running and content of the press.

From all the evidence, the real story of the Kenyans' passion for their rural newspapers lies in its content. It sticks closely to real life. There are strip cartoons and crossword puzzles, both much appreciated. For the rest, instead of naming the different rubrics, let us see concrete cases: for example in *Mwanga'za*, articles deal with the settlement of former nomads, techniques adapted for irrigation and grinding grain, a case of embezzling public funds, poultry raising, the fall in world coffee prices (encouraging diversification of crops), bank credit for farmers, tree-planting to stop desertification, the breast-feeding of children, pollution from a factory, latrines, the stands in a new market and the success story of a handicapped person. These small items from real life teach the readers little by little to understand questions linked to the economy, education, the environment, agriculture, management or those of general interest.

Not even history, oral tradition, beliefs or traditional values passed on by elders at the request of young people are left out. One unforeseen consequence: in Kericho a cultural heritage museum is being considered. The readers themselves get involved. They demand more information: on agricultural processes (are fertilizers dangerous? which crops to plant in what soil?), on health, on neighbouring and remote regions. And they call for more frequent publication. All are expectations it would be difficult to deny, which goes to show there is still much to do.

Apart from the constant nightmare of paper and ink supplies, Kenya's rural press faces a variety of handicaps. On the technical level, there were incessant breakdowns during the first two phases: repairs were often done in Nairobi, where the equipment was frequently blocked for lack of spare parts. Hold-ups like these held back the growth of circulation and the commercial exploitation of the equipment which could have generated additional resources. A new print shop, a photo laboratory and equipment for computer-assisted publishing, set up at Kisumu, on the crossroads of the routes leading to Kericho, Kisii, Siaya and Vihiga would advantageously replace four old units so obsolete that headlines have to be hand-set. Another problem is the availability of raw material and equipment. During the third phase, only six per cent of expenditure under this head (most of it devoted to consumption items) could be made within the country. When purchased abroad, such items bring with them problems of delay and cost of delivery and sometimes difficulties over norms and local maintenance. Transport is a standing headache: some four-wheel drive vehicles and motorcycles are urgently awaited back-up.

Training in sales and space-selling, currently weak, signifies the will to independence of the rural press. Decentralization of decisions in the financial area already needs to be thought about. In this context, a study of ways of becoming self-supporting (for example by raising the price per copy to two shillings) would be no luxury. Resources are within reach: publicity - designed by artists living in contact with the population - for private companies and official bodies, especially United Nations agencies, which should regard the rural press as an unrivalled aid for agricultural and health compaigns, for drives for village water supplies and energy-saving efforts; production of brochures, official forms and posters strip cartoons, books for children and the general public (for example on the cultural heritage), for national administration systems and international agencies which are thick on the ground; commercial work in the photo laboratories.

Close collaboration with the rural services of the Kenya Broadcasting Corporation, KBC, and the Kenya News Agency, KNA, constitutes a source of economies which would repay exploration. It is unthinkable to continue to depend on the national news agency to supply free news items - the lack of motivation is apparent in their quality. Formulae could be sought for cooperative action, for example, to appoint, train and pay local employees. Broadcasting of articles from the local press by the KBC and, in the other direction, in-depth development of broadcast news by the newspapers deserve close examination.

Beyond the shortage of staff (*Habari*'s print shop operates with the help of the editor and the laboratory assistant), technical problems, salary problems and the instability of staff managed by the Information Ministry, the main grievance is over training. At the root is the mediocre level of recruits' general education: few third-level graduates agree to work in the country. But with the renewed interest being shown in the rural press and its influence, improvements in equipment, living and working conditions and a few other incentives, more candidates can be expected. It remains the case that there are crying needs in training and retraining for all and at all levels: for workshops, seminars, short courses in management and organization, techniques and documentation, courses giving sub-editors mastery of Kiswahili, the country's lingua franca, and specializations in adult education, family planning, the environment, economics and adapted technologies. Help is at hand, on the spot and at an affordable price. At the school of journalism, at the Polytechnic and at KIMC (which organizes six-month courses for $1,700).

The success of the *Voice of Kenya*, which is already a paying proposition after its recent restructuring, shows the direction to be taken.

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Secretariat

• As announced during IPDC's twelfth session (1), in May the Government of **Denmark** confirmed to the Secretariat its contribution of $300,000 to the Special Account. For its part, the Government of the **Netherlands** has deposited 100,000 florins (around $50,000) for the project to strengthen radio production facilities in Dominica which was adopted at the eleventh session but financed this year. At the end of August, **Norway** paid its full contribution of 4,500,000 crowns (around $775,000) to the Programme's Special Account.

• On August 18 1991, Senegalese journalist Cheikh Tidiane Sy, formerly Lagos bureau chief of Pana, the Pan-African News Agency, was appointed coordinator of the Canad project (2) to develop press agencies in Central Africa. He began work in Yaoundé, Cameroon, in September.

With his colleagues Alex T. Quarmyne, who is responsible for the Seanad project in Southern and East Africa, and Akin Fatoyinbo, responsible for Wanad, the project for West Africa, he took part in the fourth seminar on management for the directors of the national news agencies in the Wanad project in Cotonou (Benin), headquarters of Wanad, together with Babacar Fall, UNESCO programme specialist in charge of this undertaking to create and modernize press agencies in sub-Saharan Africa.

(1) *IPDC Newsletter*, N° 2, Vol. II, pages 1 and 2.
(2) See *IPDC Newsletter*, N° 5, Vol. I, page 3, n° 1, Vol. II, page 2 and n° 3, Vol. II, page 3.

Stop-overs

Africa

• IPDC chairman François Nordmann visited projects being carried out by the Programme in **Zimbabwe** and **Kenya** in April and May 1991. In Zimbabwe from April 20 to 26 he took particular interest in the rural press project jointly financed by Swiss funds-in-trust and IPDC, as well as in the Seanad project to develop national press agencies in Southern and East Africa, funded by Germany. In Harare, Ambassador Nordmann met Zimbabwe's information authorities and exchanged views with communication professionals.

In Kenya from May 3 to 9, the chairman of IPDC's Intergovernmental Council was able to appreciate efforts made in the IPDC-funded project for blind students at Nairobi University. This permits production of manuals in Braille and the various audio items needed for their studies. Ambassador Nordmann visited the bureaux of rural newspapers set up in Kenya with joint financing from Germany and IPDC. He also took an interest in the fate of Mr. Gitobu Imanyara, editor of the independent *Nairobi Law Monthly*.

• Following delivery of equipment to the project to develop television production in **Burkina Faso**, Johnny McClain, regional communication advisor for Central and East Africa went to Ouagadougou from May 20 to 25 1991. There he witnessed the installation of the 20-watt transmitter provided with accessories, transistors and fuses and saw the trials and start-up of the equipment. He was also presented with a list for a second delivery of equipment, mainly for reporting purposes. He noted the complete success of the complement to the IPDC project, which is financed from UNESCO's regular programme. This covers renovation of the building where the video library is housed and provision of filing cabinets. In the follow-up, also financed from the regular programme, the available space will be enlarged. It will also be possible to install airtight cladding to keep temperature and humidity at a constant level and, finally, to computerize the running of the video library.

• Edward M. Moyo, UNESCO representative and regional communication advisor for Southern Africa took part in Minedaf VI, the sixth Conference of African education ministers and economic planners from July 5 to 12 this year. Set up by UNESCO in liaison with the U.N. Economic Commission for Africa and the Organization of African Unity, the conference in Dakar, **Senegal**, concentrated on the elimination of illiteracy, regional priorities and international cooperation in the field of education.

After the inaugural speech of Senegalese premier Habib Thiam, the Director-General of UNESCO, Federico Mayor addressed participants.

Minedaf VI recommended the creation of a regional follow-up mechanism to be based on Breda, the UNESCO regional office for education in Africa at Dakar. This would be multisectorial and each country would appoint its own responsible officer. The conference took note of the obstacles to cooperation among the regions, particularly in gathering and exchanging information, all of it embryonic, as well as of countries' hesitant participation in exchanges.

During his stay in Dakar, Moyo met a number of secretaries general of UNESCO national commissions in the countries for which he is responsible.

• Edward M. Moyo went to Gaborone, **Botswana**, from July 17 to 19 1991 to prepare the programme for the computerization of Radio Botswana's newsroom. This was decided by IPDC's twelfth session. As the radio's wires are largely supplied by Bopa, the Botswana press agency, which has IBM computers, the two organizations decided to use the same equipment. The chief technical advisor to the Seanad project to develop press agencies in Southern and East Africa, which is coordinated from Harare, Zimbabwe, is already responsible for the Bopa computerization programme and he will also deal with Radio Botswana.

Moyo also discussed Radio Botswana's needs in aid, which were set out by the radio's coordinator.

• Leading an evaluation mission to the projects for the maintenance and development of the national radio in **São Tomé and Principe**, adopted by the IPDC council's sixth and seventh sessions, chief telecommunications engineer Maurice Kamdem met radio and telecommunication chiefs in the archipelago between January 15 and 28 1991. He drew up a disturbing report.

With no newspaper, no press agency, no cinema and TV still new-born, the country has only a single source of information, the radio. With the exception of one vehicle still awaited out of two promised, delivery of practically all equipment supplied to the project has been received. But today this is obsolete, damaged by voltage variations and in any case insufficient. This is the case for production, maintenance, reporting, the archives (suffering from salt sea air) and for the transmitters. The whole system lacks both an independent generator and a back-up supply. This means that several regions are not reached, in particular Principe, 170 km distant from São Tomé. These observations are behind the report's recommendations: in particular, for a radio link between the two islands serving radio, telex and telephone and for purchase of basic and reserve equipment as well as for training (abroad for executives, at home for others) in exploitation, maintenance, sound engineering, programming, editing and conservation of archives, as well as for mobile equipment.

Latin America

• Morten Giersing, chief of UNESCO's Free flow of Information section attended the three-continent conference on South-South cooperation in communication, organized in Lima, **Peru**, from March 31 to April 5 1991 by IPAL, the Institute for Latin America, in collaboration with the African Centre for Communication Education (ACCE), the Asian centre for information and mass communication research (AMIC) and UNESCO's regular programme.

The conference picked out some areas for cooperation: research on new technologies (satellite chains and reception equipment, cable networks, circulation of television news and TV programme exchanges), evaluation of media training modules, collection and analysis of legislation on communication in the different regions. These form part of efforts for technical cooperation among developing countries, in particular the creation of data banks on training centres and schools and their activities, research and its results, publications and bibliographies.

The conference outlined the main subjects of cooperation among the three principal institutes, who contributed to UNESCO's studies on new communication technologies and to preparing the *World Communication Report* and could also play a key rôle in developing data banks on new technologies, launching media education activities and TV exchanges. Following IPAL president Rafael Roncagliolo, Giersing dealt with the conference themes in the perspective of UNESCO's new communication strategy. The conference agreed to use meetings of IAMCR, the international association for mass communication research to expand South-South cooperation. The next one will be in São Paolo, Brazil, in August 1992.

North America

• Henrikas Yushkiavitshus, Assistant Director General for Communication, Information and Informatics, accompanied by Wolfgang Löhner, director of the General Information Programme (PGI) represented the UNESCO Director-General at the 18th meeting of the Bureau of the Intergovernmental Council for the PGI in Ottawa, **Canada**, from June 24 to 30 1991. Apart from the low priority for information sciences and techniques and especially for

READEX

archives, which they considered could benefit from private funding, members were satisfied by UNESCO's programme and budget for the 1992-1993 biennium. But they were worried by the state of UNESCO's own library and archives, which should serve as a model for Member States, and called for the feasibility study on a clearing house to be ready before the General Conference in October and November. Finally, they urged the ADG to organize a meeting of representatives of the three inter-governmental councils active in the fields of communication, information and informatics, IPDC, PGI and PII, during the General Conference.

In Ottawa, Mr. Yushkiavitshus was received by Canadian Deputy Minister for Communication Alain Gourd and several of his collaborators. The Minister announced a Canadian financial contribution to IPDC. The ADG also had discussions with the Centre for international development research, with Radio Canada and, in Montreal, with the Canadian National Film Commission on its possible participation in UNESCO's East-West programme of training in communication, if necessary, as in the case of the cinema, through sponsorship.

Asia

• During his visit to the **People's Republic of China** from June 15 to 23 1991, UNESCO Director-General Federico Mayor gave an address on June 19 to the conference in Beijing on film and television in Asia and the Pacific organized as part of the programme for developing countries launched by the International Liaison Centre for Cinema and Television Schools, Cilect.

Cilect president Henning Camre and Martin Hadlow, regional communication advisor in Asia, were among those who heard him recall the rôle of film and television in promoting mutual understanding and in constructing "the defences of peace in the minds of men" as UNESCO's Constitution lays down, as well as in guaranteeing the free flow of information by word and image, preserving cultural identities and especially the non-physical heritage. He assured the conference of support for Cilect's work through IPDC. The Director-General also visited the Film Academy of Beijing, where the conference was held.

• Ho Chi Minh-Ville (**Vietnam**) was the scene of the 17th meeting of governors of the Asian Institute for Broadcasting Development, from June 20 to 27 this year. Martin Hadlow, regional communication advisor in Asia and the Pacific, represented UNESCO. He recalled the long cooperation between the Organization and AIBD, particularly through IPDC, funds-in-trust and other extra-budgetary financing. Apart from facing the usual administrative and financial problems, this council meeting was of special interest: in a changing and unpredictable world, AIBD has reached a crossroads and is preparing to work out its response to the challenge by stocktaking on past activity and improving the identification of objectives which provide the lines of thrust of its next five-year plan.

• Martin Hadlow took part in the workshop for UNESCO staff in the region organized in Djakarta, **Indonesia**, from July 1 to 10 1991. He also addressed the informatics workshop of the Organization of Asian News Agencies, financed by the 12th IPDC session. Thirty trainees from 20 countries were initiated into computerization systems. Hadlow met the executive director of the Indonesian National Commission for UNESCO and Dr. J. Willig, director of the regional office for science and technology for South-east Asia (Rostea) to discuss joint projects concerning Malaysia and the region.

Caribbean

• Six projects of UNESCO's Communication, Information and Informatics sector (CII) are being implemented in **Cuba** and the ADG responsible for the sector, Henrikas Yushkiavitshus, went to the island from July 1 to 5 1991. The administrative procedures for the four projects of the Intergovernmental Informatics Programme, all funded by Spain, are progressing normally.

Together with International Telecommunication Union expert Costas G. Anastassiades and Georges Dupont-Henius of UNESCO, the ADG visited the Serrana community television project, approved by IPDC in February, aimed at bringing this mountainous region out of its isolation. The other project, Sindoc, to set up a national documentation system, was approved by IPDC at the preceding session in 1990.

The opinion of UNESCO and ITU experts in television and radio was sought in the field. In the economic context of Cuba the equipment is in good shape, but maintenance is where the shoe pinches. Finally, the ADG met José Raimon Fernandez, president of the organizing committee for the Pan-American Games, held in Cuba in August.

• Rafiq A. Khan, regional communication advisor in the Caribbean, went to Georgetown, **Guyana**, from May 11 to 14 1991 to advise executives of the public-service Centre for Audiovisual Production who were preparing to submit a project to the next IPDC session. He counselled postponing this until the 14th session in 1993. Meeting Ms Ave Brewster, the director-general, and Ossie Goodman, GBC chief engineer, Khan established that although all equipment sought from IPDC had been delivered, the second phase of the project to renovate the premises had been delayed three months for financial reasons.

Khan also had discussions with Dr. Victor Forsythe, director of the communication programme at the University of Guyana, and Ms Carmen Jarvis, secretary-general of the National Commission for UNESCO. They repeated the request to transform the radio training studio supplied by IPDC into a university-level educational radio station. In the meantime, power variations and insufficient maintenance have led to deterioration of the equipment. The regional advisor indicated UNESCO's decision to supply a low-power FM transmitter on condition that the studio is restored and that a detailed dossier of the transmitting station's needs is submitted.

• During a visit to the **British Virgin Islands** from May 31 to June 2 1991, Rafiq A. Khan had talks with Ms Lorna Smith, secretary-general in the Prime Minister's office, and Ms Eugenia O'Neill, acting chief of the Department of Public Information. Khan assured them that despite the rejection by IPDC of a project to reinforce the department - now financed from other resources - UNESCO was ready to cooperate in developing the territory's means of communication.

• In St John's, capital of **Antigua and Barbuda**, in June this year, Hollis Henry and Dennis Leandro, director and chief engineer of the ABS radio and television service, received Rafiq A. Khan. Khan proposed to them that the unit for production of educational television programmes should be integrated into ABS. He also confirmed that a candidate from the country would be awarded a fellowship for a summer course on production and editing of TV news to be held at Carimac, the Caribbean Institute of Mass Communication.

• Attending the annual general assembly of the Caribbean Broadcasting Union in **St Lucia** from June 19 to 21 1991, Rafiq A. Khan took advantage of the occasion to strengthen relations between UNESCO and the CBU and its members, represented at Castries by their director.

In an increasingly competitive environment - the region went through a year of deregulation ending the states monopoly of transmissions - the CBU succeeded in increasing the quantity of broadcasts, in improving its position as the centre for

programmes adapted to the region and for Caribbean programmes sold abroad and in setting up a joint television chain (the Eastern Caribbean Television Network) with the countries of the Organization of Eastern Caribbean States. Furthermore, the CBU cultivated its external relations in 1990, in particular at the seminar in Dakar, Senegal, from January 23 to 27 aimed at launching *Afrovision*, where *Caribvision's* experience proved useful. Also in 1990, the CBU was invited to IPDC's first regional meeting (1), in Caracas, Venezuela, from September 4 to 7.

In March of that year, the CBU received copies of the series "*Caribbean Eye*" which was shown at the March 21 inaugural session of the meeting of information ministers from the Caribbean Community (Caricom) in Jamaica, at the same time as it was distributed to members for programming before the Caribbean Festival. The assembly expressed its satisfaction at contributions from Germany's Friedrich Ebert Foundation and UNESCO (decoding equipment and a duplicator), the production of "*Caribbean Eye*" and at training (a commercial spot introduced publicity to the chains of Dominica, Saint Lucia, Saint Vincent and the Grenadines, while technicians from more experienced systems were made available to the least well-provided chains).

(1) See "*IPDC Newsletter*", vol. II, n° 1, pages 1 and 2.

(2) See "*IPDC Newsletter*", vol. II, n° 5, page .

Arab States

• Following the reunification of the two **Yemens**, Adnan Salem, regional communication advisor in the Arab States, consultant Jean-Michel Cublier and Mahmoud Fathi, UNESCO's liaison officer in Saana, undertook a month-long mission in the two parts of the new state, examining communication infrastructures at the request of the Information Minister, Dr. Joghua.

In Saana they visited the Planning Ministry's documentation centre, the Khalifa Institute, radio and television and the educational TV unit. A study of the Khalifa Institute, created with IPDC assistance to train radio technicians, was made by the German Friedrich Ebert Foundation. This calls for a stable direction to be set up and for the working out of a short and medium term plan.

Yemen aims to obtain high-level technicians in sound recording and video montage, who could be trained in Damascus.

In Aden, as well as in Saana, the shortage of studio cameras and lighting, the inadequate maintenance and repair workshops, along with the run-down condition of the transmitters' control rooms, is preventing improvement to communication programmes in the fields of health care, population and rural developement.

In Aden, there is a lack of premises adapted for radio and television. Furthermore, the archives, the equipment of newsrooms, the air conditioning of the sound library and the montage and maintenance shops are all inadequate. The Information Institute, which provides advanced and re-training courses, must be linked to the data banks of the Planning Ministry in Saana.

The country must also harmonize its incompatible equipment. It is determined to do so and is open to innovation, the more se because reunification has led to complete press freedom.

Europe

• Morten Giersing, chief of UNESCO's Free Flow of Information section went to Brussels, **Belgium,** from May 19 to 31 to discuss with the International Federation of Journalists its collaboration on the methodology of a study on journalists' access to information and the future of consultative meetings of regional and international journalist organizations. In his talks with IFJ secretary-general Aidan White, the Federation's operational projects coordinator Neal Swancott and Ms Patricia Wilhem, who is charge of the study, it was decided that the study should deal with access to countries as well as access to information within their frontiers and should be limited to a small number of countries in each continent, chosen for their *ad hoc* legislation in a democratic and pluralistic climate. It will give examples likely to provide inspiration for emerging democracies and help informed debate. The document was to be submitted to IFJ members and others in time for Ms Wilhem to receive their responses by September 1 and permit completion of the study by the end of the year.

Giersing informed the IFJ that UNESCO's programme and budget for 1992-1993 foresees some support for cooperation among journalists but ends financing of consultative meetings for professionals, in line with IFJ's own views. While the IFJ side expressed satisfaction at this, it asked that exceptions should be made for regional meetings. In this context, it suggested that the series of meetings held this year should be concluded by a final conference to set up a framework of cooperation for regional and international organizations of journalists.

• Visiting **Poland** from May 12 to 16 1991, Morten Giersing took part in the inaugural seminar in Warsaw of the "Foundation of the right of communication in Europe to reinforce the freedom of the press". In Cracow he attended the meeting of member institutions of Cecom, the centre for documentation on mass communication research in Central Europe. He held discussions with members of the Association of Polish Journalists, the directors of the press foundation for Central and Eastern Europe and the UNDP resident representative.

Professionals in Eastern Europe are currently engaged in preparing press laws and Giersing set out for them the Scandinavian countries' latest knowledge in the fields covered by the seminar.

The Cecom meeting was centred on the future of the communication documentation network in Europe against the background of the changes under way in the region and the new policy of Comnet, the international network of documentation centres in communication research and policies.

Giersing chose as his subjects the new formula adopted in Nairobi (1), the progress of the Thesaurus on mass communication and an initiative to set up an association of European mass communication researchers. The majority of member institutions had a double problem: defining their objectives and funding (through sponsorship?). It appeared that Cecom would continue to play the rôle of coordinating mechanism until an all-Europe association or network could be set up.

Despite harmful delays and provided that it can undertake renovation, the Warsaw European Press Foundation is ready to be of service. The arrival of computers and other equipment for computer-assisted publishing should allow training programmes to begin in early September. The International Media Trust, an international press syndicate based in the United States, could provide the Foundation with complete studios for radio and TV training. This equipment, added to the language laboratories, translation facilities and the library, constitutes an unequalled resource for Poland and possibly for the whole region.

(1) See "*IPDC Newsletter*", Vol. II, n° 3, page 3.

• The Swiss National Commission for UNESCO organized a colloquium on the theme "Television faces its Public" in Locarno, **Switzerland**, on May 23 and 24 this year. Morten Giersing took part. At the centre of the presentations were the challenges to Swiss TV posed by new programme markets and the growing pressure of the private sector on public service broadcasting. Giersing gave a summary of UNESCO research on television exchanges in the light of the Organization's new communication strategy. His contribution came in the first part of the colloquium, sealing with the changing taste of viewers influence by the daily variety of choice. Other parts concerned the situation of journalists working in conditions of unbridled competition and the directions which public taste might influence programme production to follow. Giersing took the occasion to present UNESCO's new communication programme to members of the Commission and its communication sub-commission.

• After a slow start (1), the rural press in **Madagascar** is ready to go into top gear: from two newspapers to six. The evaluation mission on the first phase called for material support and training in journalism, photography and computer-assisted publishing and now the Antananarivo central printing works has received a new press, with extra equipment on order: the newspaper *Maro-voay* in the west coast town of the same name has recruited five staff; *Farafangana* on the south-east coast is equipped for computer-assisted publishing and has its own photo laboratory.

On the institutional level, the Ministry of Population, Social Affairs, Youth and Sport is ready to cooperate on the project, so is the Information Ministry. The government will assure newsprint supplies.

The national coordinator for the rural press, Julien Rakotonaivo, was given a UNESCO course in the community press division of the Mali press agency from June 8 to July 3 1991. There he covered all aspects of his work from support for literacy through to collaboration with private printers and publishers and the production of post-literacy aids such as cassettes, brochures and posters. At UNESCO's Paris headquarters, he dealt with the training side of his task. Without doubt, deforestation, conservation of threatened tropical essences, environmental protection, health, hygiene and family planning will figure among the most frequently treated subjects.

All partners agree that rural communication should be included in the national development plan, for example in Madagascar's effort to consolidate and extend post-literacy activities. These are funded by Norway, which has been asked to support the rural press through funds-in-trust.

• **Vietnam** has long been at the forefront of community radio broadcasting in Asia, with some 44 provincial stations and 266 district stations on the air throughout the country. Many of the stations transmit on the FM band and also use loudspeaker systems to disseminate their signals to neighbouring villages and communes.

On the ground

The operation of radio stations outside the main cities of Hanoi, Da Nang and Ho Chi Minh City rests in the hands of local People's Committees. While hours of broadcast and programme schedules are decided by the stations themselves, all must carry news bulletins relayed from the national broadcaster, Radio the Voice of Vietnam, at specific times of the day.

Martin Hadlow

Madame Hoa, chief technician of the radio station in Dalat, Central Highlands. The station operates both FM and cable loudspeaker services.

Due to their proximity to rural dwellers, community stations in Vietnam play a proactive rôle in local development and are able to respond quickly and positively to listener's needs. Topical programmes on health, agriculture, education and other matters keep listeners in touch with new ideas and lifestyle enhancing skills.

However, many of the community stations suffer from a lack of adequate equipment, spare parts and staff training. In addition, irregular electricity supplies often cause transmission problems.

During a recent joint UNESCO/ITU mission to Vietnam, initiated by UNESCO, the Regional Communication Adviser for Asia, Martin Hadlow, visited rural stations from Quang Ninh Province in the north of the country to Can Tho in the south. As well as viewing radio and television stations and offering advice on programming techniques, he also met with engineers in Hanoi and Ho Chi Minh City who are producing locally designed FM transmitters. A future mission is planned to introduce to Vietnam the latest in the UNESCO range of FM transmitters and solar-powered radios, thus transferring modern technology and enabling local assembly to be considered.

• German assistance to CANA, the Caribbean News Agency came to an end in April this year. The board's April 13 report to shareholders on the 1990 exercice underlines some points for future reference:

— according to an expert of the Swiss press agency ATS, with some adjustments the capacity of the computer will be enough for the next ten years;

— the price of telecommunications charged to the agency has gone down by 15%, the first result of a study favouring a rebate of 50% compared with the tariff applied to other users;

— the radio service has produced a prestige programme on each of the 13 countries in the Caribbean Community. New personal computers, bought to replace those acquired nine years ago, have increased the service's productivity;

— providing speed-sensing software and extra modems for the central computer has improved distribution;

— economic and social data collected in the region and already available to subscribers will soon be published in a brochure;

— efforts to promote CANA and its services in North America and the United Kingdom have brought in new subscribers. But the Caribbean remains the agency's main market for the time being;

— training remains a priority: radio and agency correspondents have been given refresher courses at headquarters; a sports workshop and, more importantly, a seminar for chiefs of service and top executives on management and technical systems, leading towards a policy line for CANA in the 90s, have been set on foot.

The evaluation of performance also appears satisfactory. The programme has been carried through with an economy of $17,000. Moreover, CANA has won the reputation of a reliable source of news on the Caribbean, particularly during the coup attempt in Trinidad.

External support allowed it to balance its budget for four years. Thus, as regards the results, all the objectives of the project's second phase have been achieved. The report notes that receipts have increased by 6.7% over 1989 and expenditure by 3.4%, for Barbados $2,403,777 in receipts. Radio contributed 25.8% of total turnover, the news agency 19.7% and relays of United Nations radio 34.6%. The remainder came from advertising and publishing revenues. Another step forward was the agreement with Reuters giving it exclusive rights to sell CANA despatches in North America.

Some 20 radio stations subscribe to CANA services, while the monthly *Canabusiness* has a print run of 1,300 copies for 800 subscribers. This financial publication is one of a number of innovations, among them a new sound studio which is now available, production of radio programmes dealing with the regions has increased, a series of articles centred on the Caribbean has been supplied to local and foreign subscribers, the feasibility study has been carried out on a data bank for the Caribbean (this proved not to be

realisable and it was replaced by the series), the editorial side has been strengthened and the quality of despatches improved, thanks to additional equipment and training. Sound financial management has generated unforeseen resources which were devoted to promotional campaigns and to reducing telecommunication tariffs. In a difficult financial climate, two problems remained: conclusion of a headquarters agreement with the government of Barbados, giving it the status of a regional institution along with the Caribbean Broadcasting Union, and the pursuit of lower tariffs. It will also be necessary to find a new director-general to replace Richard Henderson, who has been appointed head of a radio station in his own country.

Professional announcements

• Dr. Antonio Sanchez Bravo, professor and department director of the faculty of information sciences at the Complutense University, Madrid **Spain**, chairman of the communication sub-commission of the Spanish National Commission for UNESCO, is to give the first full-time course on communication within Europe. The European Economic Community is patron of the course, which is already in university curricula of the 12 EEC countries.

* Faculdad de Ciencia de la informacion de la Universidad Complutense de Madrid, Ciudad Universitaria, 28040 Madrid, Spain.

• On April 22 and 29, the **Qatar** daily *"Gulf Times"* published extracts from the doctoral thesis its editor, Dr. Ahmed Abdul-Malik, presented at the University of Wales, United Kingdom, in 1989. In *"Towards a Successful Television News Exchange - via Arabsat - Among Arab States"*, he explains why the Arab Satellite Telecommunication Organization used only 4% of the capacity of its *Arabsat* satellite, first launched in 1985 - or even only 1%, according to Arab League Deputy Secretary- General Al-Mai.

This failure he blames mainly on limited freedom of expression: the tensions arising from political differences between member countries prevent any agreement on the meaning of information. Other obstacles are better known. With the exception of news agencies and in the absence of clear policies on mass communication, *Arabsat* suffered from hit-or-miss planning. There were also economic problems, pernickety state control of administration and finances, the colonial legacy of priority for town dwellers disadvantaging rural peoples who are poorly literate and small consumers of information. Thus, in spite of equipment and links forming an efficient spatial and terrestrial radio network, returns were disappointing.

This appreciation leads him to acknowledge the region's dependence on others. While *Arabsat* offered a unique opportunity to give the Arab point of view both to Arabs and the rest of the world, the big foreign networks have a near-monopoly on the diffusion of Arab news.

He sketches three lines towards solutions:
1) since studies indicate great interest in the region's affairs and the subjects of disagreement must be reduced, production can be increased by stressing themes of common interest in art, culture, economics, education, geography, linguistics, religion and technology. Efforts must centre on importance, honesty, interest, novelty and balance in treatment.
2) On the technical side, the Arab States Broadcasting Union should acquire modern equipment and more qualified staff. The ASBU should develop mutually beneficial relations with similar bodies like the African and Asian broadcasting unions, with Eurovision and Intervision in Europe, and others elsewhere in the world. It should devote itself to the coverage of international events (Arab or others) leading to significant economies. Acquisition of direct communication satellites and a preparatory study on the purchase of second-generation satellites deserve consideration. The Centre should regularly analyze the quality and quantity of exchanges.
3) *Arabsat* should fix a common tariff for access and offer various functions to the private sector (data exchange, airline and hotel bookings, electronic mailing, for training centres, health services, etc.) to underwrite public budgets.

Finally, he enlarges on his theme, suggesting some original thinking on the traditional elements (the who, when, why, where and how) of good news reporting. In the light of values produced in the historical context, he adds the following questions: Who is communicating? With whom? With what aim? These elements, added to the old requirements, offer a chance to avoid stressing on one aspect or imposing one point of view - in short, of adding to misunderstanding.

* *"Towards a Successful Television News Exchange - via Arabsat - Among Arab States"*.

(1) According to the French newspaper *"Le Monde"* of October 1st this year, MBC, the first international satellite chain transmitting entirely in Arabic, was on the point of broadcasting to the Middle East using Arabsat 1B, following Europe and North Africa. Its potential audience is estimated at 105 million.

• The seventh award of prizes for the *"Journées du Cinéma Africain et Créole"* took place in Montreal, **Canada**, on April 29 1991, in the presence of Ms Monique Vézina, Minister of State for Employment and Immigration.

"Halfaouine" by Ferid Boughedir of Tunisia and *"Tilai"* by Idrissa Ouedraogo of Burkina Faso shared the prize for intercultural communication awarded to feature-length films. *"The Last of the Babingas"* by David-Pierre Fila of Congo and *"The Stone Breaker"* by Mohamed Zran of Tunisia jointly took the prize for short films.

Creole films, African television and documentaries were also honoured, prizes going to directors from Canada, Cameroon, Congo, Kenya, Niger, Nigeria, Quebec, South Africa, Tunisia and Zaire.

The prizes were given by Radio Canada and Radiotélévision de Québec, the International Centre for Documentation and Haitian, Caribbean and Afro-Canadian Information (Cidihca), TV5 Québec, Ontario Television and the Jeune Afrique group (donors of the award for "Africa and the Creole Countries through Canadian Eyes"), who also provided jury members.

* Les Journées du Cinéma Africain, 417 rue Saint Pierre, suite 402, Montréal, Québec H2Y 2M4. Telephone: (514) 284-3322. Telex: 055-62171 M/L local 1516. Fax: (514) 845-0631.

• A senior cameraman working with Radio Television Malaysia (RTM) has taken out the UNESCO prize for best overall student in a year-long training course conducted jointly by the Asia-Pacific Institute for Broadcasting Development (AIBD) and an Australian University.

The participant, Mr. P. Ramachandran, was judged best overall student in the last intake of the Certificate in Broadcast Training (CBT) course, a two-semester programme conducted in the off-campus, or distance education, mode by the AIBD and the Institute of Technical and Further Education at the Northern Territory University in Darwin, **Australia.**

The Certificate, a recognised tertiary education credit course which enables graduates to proceed to higher studies, has been designed to provide experienced broadcasters with teaching skills, thus enabling them to become qualified trainers. Students study at home and meet for a three week practicum at the AIBD in Kuala Lumpur, **Malaysia** towards the end of the academic year for face-to-face teaching work and the production of audio-visual classroom materials. Subjects covered by the course include the identification of training needs, course preparation, the psychology of adult learning.

UNESCO prize-winner P. Ramachandran.

course evaluation and teaching styles.

The AIBD/NTU course has run for two years, with participants from **China, Fiji, Republic of Korea, Malaysia, Thailand, Brunei Darussalam, Solomon Islands, Papua New Guinea** and several other countries of the region taking part. As winner of the UNESCO fellowship, Mr. Ramachandran had his academic course fees refunded, a total of US$ 1,500. He was presented with his award by Regional Communication Adviser for Asia, Martin Hadlow, at a graduation ceremony at the AIBD.

• The simultaneous annual courses for radio and television in production and general programme-making organized by the training centre of Radio Nederland (1) will take place next year from January 16 to May 16. Each course can accept 12 candidates who have a good command of English, proof of at least two years' professional experience in studio and outside and who are familiar with standard equipment. Preference will be given to young people with equal qualifications.

Application forms (and forms for Radio Nederland fellowships) are available from Dutch consulates in almost all developing countries and should reach the centre by 16 September 1991. Without a grant, fees amount to 23,000 florins (around $17,000), excluding travel costs and are payable by January 9 at the latest.

From September 3 to December 18 next year, thematic courses will be devoted to educational programmes and particularly to distance teaching for adults, environmental protection and conservation of energy. Priority for these sessions will be given to professionals experienced in radio and television production and able to specialize in multimedia education in future. The deadline for the presentation of dossiers is May 3 next year.

(1) Radio Nederland Training Centre, PO Box 22, 1200 JG Hilversum, Netherlands. Or Witte 3, 1200 JG Hilversum. Telephone: 31 35 4779/31 35 72 42 211. Fax: 31 35 72 45 32. Telex: 43336 womr nl.

• "Videored" (Spanish for video network) a publication by IPAL, the Institute for Latin America, and which takes its title from one of its programmes, aims to provide a link between directors, producers and distributors in Latin America. Its 11th number contains a special dossier on the place of video and TV in the Chile of today, after the restoration of democracy. Among its important articles are one on fiction in documentaries and the "Declaration of Lima" adopted by a conference from November 26 to 28 last year with the patronage of IPAL and WACC, the World Association for Christian Communication. This sets out a sketch of the media landscape in the year 2000. Completing the publication are book and press reviews, reports of festivals, exhibitions and international events.

* Videored, (IPAL), av. Juan de Aliaga 204, Lima 17, Peru. Telephone: 61 79 49; Fax: 61 79 49. Telex: 21002 PE CESAR. Cable: IPALC.

Publications

• Reporters without Frontiers (*), the association to defend press freedom in Africa, Latin America, Eastern and Southern Europe has just published its 1991 report with the backing of the French daily *Libération* and *France Télécom*. It reviews facts concerning the media in 103 countries, 32 of them in Africa, 22 in Asia and the Pacific, 18 in Europe and North America, 16 in the Arab States and 15 in Latin America and the Caribbean.

The report leaves aside countries where press freedom has not changed or where it is totally absent. It denounces abuses: murders (40 journalists were killed last year on mission or for their opinions, compared with 173 from 1987 to 1989), assassination attempts, torture, seizure of publications, physical threats, censorship (in particular, by the threat to cut off newsprint supply), expulsion, imprisonment, barriers to access to information, both at home and abroad, particularly by withholding visas or withdrawing passports, manipulation, vaguely formulated and arbitrary laws and other infringements of the right to inform, including those in democratic countries.

On the other hand, the report also highlights advances in introducing or extending journalists' rights. Despite some minor errors, this factual document serves as a useful barometer of one the most fundamental human rights.

* Comité de Coordination des Associations Reporters sans Frontières, Espace Hérault, 8 rue de la Harpe, 75008 Paris, France.

• IRMO, the institute for the development of international relations based in Zagreb, **Yugoslavia,** publishes twice a year "*Culturelink*" with support from UNESCO and the Council of Europe. The publication aims to be the "network of networks" on cooperation in the field of cultural development. As Henri Lopes, UNESCO Assistant Director-General for Culture, notes in the fourth number, it supplies solid information on activities, research, conferences, publications and reports from every area of cultural development. This of special value to developing countries whose networks are isolated and have difficulty in acquiring and disseminating information. UNESCO's support for IRMO has a double justification: on the one hand, it helps fulfil the Organization's mission as a clearing house, coordinator and catalyst, on the other it underlines the interest of a cooperative structure and the supple nature of the networks, which do not require the creation of institutions or administrative set-ups, relying only on sharing information, resources and expertise, thus assuring considerable savings.

* *Culturelink*, IRMO, 8 maya 82, PO Box 303, 41000 Zagreb, Yugoslavia.

Corrigenda

In *IPDC Newsletter* n° 2, vol. II, page 4, the Gannett Foundation was mispelled as Garnett.

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In *IPDC Newsletter* n° 3, vol. II, page 7, column 3: "Cinéaste et Télévision d'Afrique" should read "Cinéma et Télévision d'Afrique".

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